

YOUTH COMMISSION AGENDA REPORT

May 8, 2019
Item 4

**TITLE: DISCUSSION REGARDING FLAVORED TOBACCO AND VAPING
RELATED TO PLEASANTON MINORS**

SUMMARY

At its April meeting, the Youth Commission received a presentation from Jannell Gladen, co-founder of Flavors Hook Kids – Livermore on their efforts to curb youth vaping in Livermore. The commission asked that this issue be included as an agenda item at their next regular meeting.

RECOMMENDATION

The Youth Commission receive information and discuss the topic of flavored tobacco and youth vaping related to Pleasanton minors.

FINANCIAL STATEMENT

No financial impact as this is a discussion item.

BACKGROUND

For Fiscal Year 18/19, the Youth Commission Work Plan states the Public Policy Subcommittee will work on developing a list of potential focus areas. The Public Policy Subcommittee aligns with the following Youth Master Plan Goals: Goal 2: Healthy and Safe Youth (2.3, 2.6, 2.7) and Goal 3: Contributing Youth (3.1, 3.2, 3.5). One of the commissions City Council priorities also concerns addressing youth health and safety issues and policies.

The April presentation from Flavors Hook Kids included Pleasanton specific data around youth vaping rates and retailer information. Also discussed were the City of Livermore efforts to potentially regulate the sale of flavored tobacco and vaping products, and engage the community in an informational campaign to educate minors about the negative effects of tobacco use and vaping.

Following the presentation, the commission requested this item be included on the next regular meeting agenda for discussion.

DISCUSSION

The California Tobacco Control branch of the California Department of Health's new advertising campaign, "Flavors Hook Kids," tackles the problem of youth becoming hooked on nicotine. Parents and concerned adults are warned about the increasing availability of tobacco products with enticing flavors, and new e-cigarette devices called "pod mods." The devices are disguised to look like flash drives and other objects making them easy to conceal at home or school.

According to the Alameda County Tobacco Control Program, in Pleasanton:

- 30% of students have used electronic cigarettes, 20% currently use them and 11% currently use them at school
- 57% of students believe it is easy to obtain cigarettes and 79% believe it is easy to obtain electronic cigarettes
- There are 42 tobacco retailers in Pleasanton
- 14.3% of retailers are located within 1,000 feet of a school

Nationally,

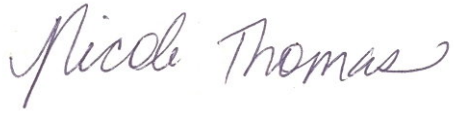
- For youth smokers, 4 out of 5 begins with a flavored product
- 74% of JUUL (popular, vaporized e-cigarette) products used by youth are obtained at a physical retail location
- 95% of adult smokers began smoking before the age of 21 (California's legal age)

In addition, Pleasanton Police Department personnel will be present to provide perspective on this topic to the commission. This being the last meeting of the 2018/19 school year, the commission should discuss this topic, allow staff to consider related issues further, and if appropriate, resume discussions in September with the 2019/20 Youth Commission.

ALTERNATIVE ACTION

Any other action as determined by the Youth Commission.

Submitted by:

A handwritten signature in cursive script that reads "Nicole Thomas". The ink is dark and the signature is fluid and connected.

Nicole Thomas
Recreation Supervisor